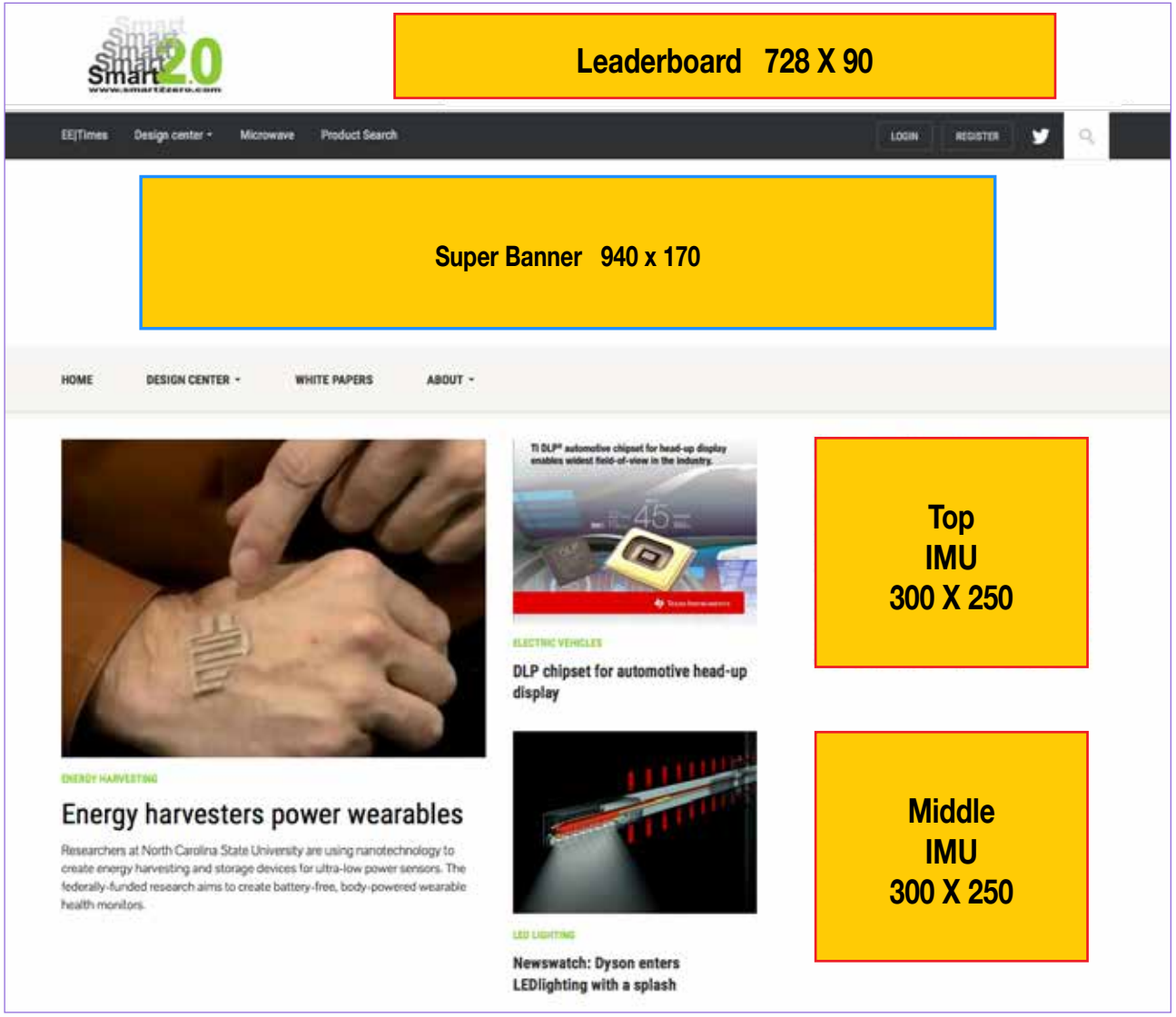
Media Information 2019 - Euro

where the world gets Smart

RATES & MATERIAL SPECIFICATIONS



Creative Deadlines

- GIF, JPEG – Two business days prior to start date
- Flash – Five business days prior to start date
- Maximum File Size : 40k

Submission Guidelines

- Send all creative to: adops@electronicseurope.net
- Linking URL must be submitted with creative

Banner Advertising Rates

www.smart2zero.com is a key news source for engineers and managers around the world. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

Rates:

• Super Banner	940	x	170	CPM: 150 €
• Leaderboard	728	x	90	CPM: 120 €
• IMU	300	x	250	CPM: 100 €
• Expandable IMU	300	x	500	CPM: 150 €

All banners are available on a Cost Per Thousand (CPM) basis.

Wall Paper

The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. The ad also provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Width: 1490 pixels - Height: 1200 pixels
Useful space: - Top: 1490 x 180pixels
- Columns (2) 260 x 1020 pixels
- Center (empty - white): 970 x infinite
CPM: 175 €

The Smart2.0 weekly newsletter reaches ± 63,000 Design engineers around the world

The Smart2.0 bi-weekly newsletter reaches subscribers globally. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the world of "Smart".

Each issue of the newsletter contains the following items:

- Lead story of the day
- Design News
- Business News
- Consumer
- Communications

Also included are top new products of the week.

Three popular advertising formats:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:		
	1x :	1,200 €
	3x :	1,120 €
	5x :	1,050 €
	10x :	1,000 €

IMU 300 x 250 pixels

The IMU

The large graphics format surounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates:		
	1x :	1,200 €
	3x :	1,120 €
	5x :	1,050 €
	10x :	1,000 €

Text Banner

up to 200 characters
+ optional picture 140 x 120

The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates:		
	1x :	750 €
	3x :	700 €
	5x :	650 €

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